

CLAIMS

We claim:

5        1. A method for providing behavioral information of a user using on-line resources, comprising:

collecting behavioral information of a user using resources over a network;

10      analyzing the collected behavioral information; and providing an analysis of the collected behavioral information.

2. The method of claim 1, wherein the collecting includes:

15      collecting behavioral information of a user using resources over a network, the user having given a permission to being monitored.

20      3. The method of claim 2, wherein the method further includes:

providing one or more incentives to the user to give the permission to being monitored.

25      4. The method of claim 3, wherein the one or more incentives include any one or combination of news, television program schedule, a map of a selected area, transportation information, and area information.

30      5. The method of claim 1, wherein the resources include one or more services offered on the World Wide Web, and the method further includes:

providing one or more lists of web sites for monitoring,

wherein the behavior information is collected only on the one or more lists of web sites.

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6. A method for providing behavioral information of a user using one or more web services, comprising:

monitoring user behavior on a web browser when a user visits a predetermined set of web sites;

10 allowing the user to consult the monitored user behavior; and

transmitting the monitored user behavior over a network to one or more servers.

15 7. The method of claim 6, wherein the monitored user behavior includes any one of method of entry, method of exit, time spent, loading time, response time, and user interface events detected during navigation of a web page.

20 8. The method of claim 6, wherein the transmitting includes transmitting the monitored user behavior over a network to one or more servers using one or more anonymous identifiers, wherein actual identity of the user is preserved.

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9. A method for providing behavioral information of a user using one or more web services, comprising:

recruiting a user to be monitored for one or more predetermined web sites;

30 collecting behavioral information of the user when the user visits the one or more predetermined web sites; and

providing the behavioral information.

10. The method of claim 9, further including:  
obtaining the predetermined web sites for monitoring  
5 from an entity, and the providing includes providing the  
behavioral information to the entity.

11. The method of claim 8, further including:  
allowing the user to install an agent for monitoring  
10 on a user device.

12. A system for providing behavioral information of  
a user using one or more web services, comprising:  
an agent residing on a workstation identified with a  
15 user who has agreed to be monitored, the agent responsive  
to the user browsing a predetermined web sites, collecting  
behavioral information of the user; and  
a server operable to receive and store the behavioral  
information of the user.  
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13. The system of claim 12, further including:  
a database for storing the behavioral information of  
the user.

25 14. The system of claim 12, wherein the agent further  
includes a user interface to provide the user with the  
behavioral information.

30 15. The system of claim 12, wherein the agent further  
includes a user interface to provide the user with  
resourceful information.

16. The system of claim 15, wherein the resourceful information includes any one of news, television program schedule, a map of a selected area, transportation  
5 information, and area information.

17. The system of claim 12, wherein the server further includes an analyzer operable to analyze the behavioral information.

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18. The system of claim 17, wherein the analyzer further provides a report based on the analysis of the behavioral information.

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19. The system of claim 12, wherein the behavioral information includes one or more input/output events on a web page.

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20. The system of claim 19, wherein the one or more input/output events on a web page includes any one of mouse clicks, mouse scrolls, mouse movements, and keyboard input.

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21. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps of providing behavioral information of a user, comprising:

collecting behavioral information of a user using resources over a network;

analyzing the collected behavioral information; and

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providing an analysis of the collected behavioral information.

22. The program storage device of claim 21, wherein  
the method step of collecting includes:

5       collecting behavioral information of a user using  
resources over a network, the user having given a  
permission to being monitored for the collecting.

10      23. The program storage device of claim 21, wherein  
the resources include one or more services offered on the  
World Wide Web, and the method steps further include:

15       providing one or more lists of web sites for  
monitoring,

      wherein the behavior information is collected only on  
the one or more lists of web sites.

20      24. A program storage device readable by machine,  
tangibly embodying a program of instructions executable by  
the machine to perform method steps of providing behavioral  
information of a user, comprising:

25       monitoring user behavior on a web browser when a user  
visits a predetermined set of web sites;

      allowing the user to consult the monitored user  
behavior; and

      transmitting the monitored user behavior over a  
network to one or more servers.